# Nova Scotia Campaign Report

*July 2026 Digital and Out-Of-Home Impact*

CANADA ACTION

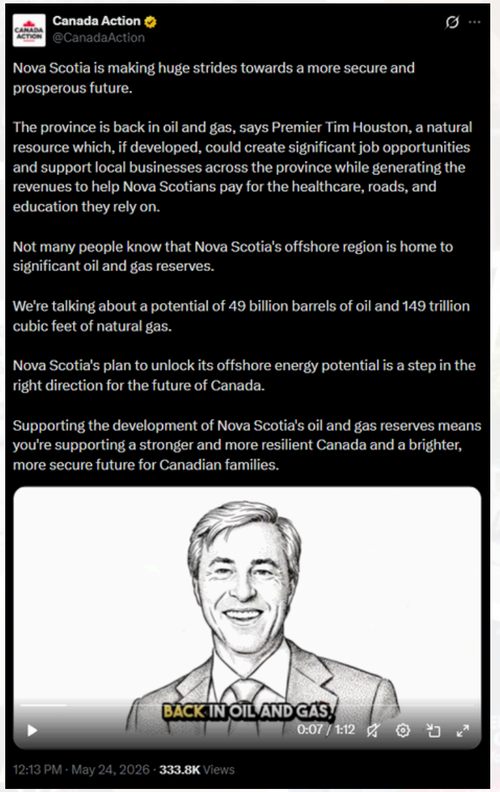
# Amplifying Nova Scotia’s Energy Leadership

*In an effort to balance the negative disinformation from anti-energy activist groups, we launched a campaign to highlight the bold energy leadership coming out of Nova Scotia.*

## *Campaign Highlights:*

- ***673,285** total engagements*
- ***479,714** total accounts reached*
- ***1,200,824** post impressions*
- ***2,799** link clicks*
- ***330** petition signatures*
- ***35** direct emails sent to MLA’s & Premier Houston*
- ***8,723,431** out-of-home impressions*

***Example Post:***


Canada Action
@CanadaAction
Nova Scotia is making huge strides towards a more secure and prosperous future.
The province is back in oil and gas, says Premier Tim Houston, a natural resource which, if developed, could create significant job opportunities and support local businesses across the province while generating the revenues to help Nova Scotians pay for the healthcare, roads, and education they rely on.
Not many people know that Nova Scotia's offshore region is home to significant oil and gas reserves.
We're talking about a potential of 49 billion barrels of oil and 149 trillion cubic feet of natural gas.
Nova Scotia's plan to unlock its offshore energy potential is a step in the right direction for the future of Canada.
Supporting the development of Nova Scotia's oil and gas reserves means you're supporting a stronger and more resilient Canada and a brighter, more secure future for Canadian families.
BACK IN OIL AND GAS
0:07 / 1:12
12:13 PM · May 24, 2026 · 333.8K Views

*333k Views*

# Digital Content Examples

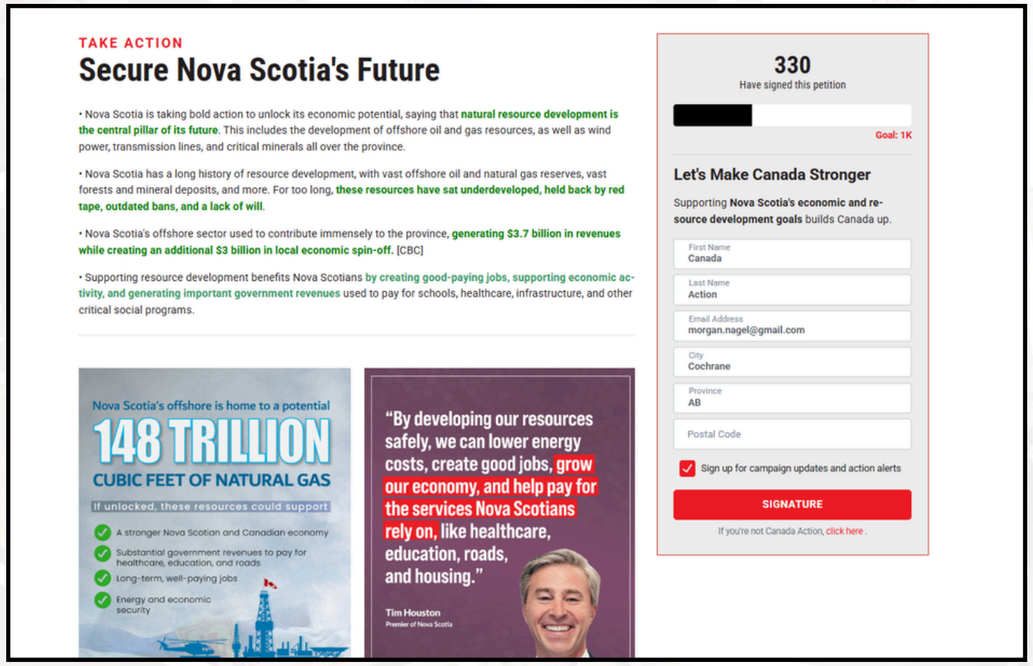
Canada Action is with Tim Houston.
May 12 at 2:40 PM · Beautiful Things (Piano Instrumental) · Benson Boone
It's time for Nova Scotia to secure its energy and economic future through the development of its natural resources. A stronger Nova Scotia means a stronger 🇨🇦.
"It's time for our region to stop relying on energy imports from the United States. We can make it happen here in Nova Scotia. Nova Scotia has developed our offshore natural gas resources before, and we can do it again."
Tim Houston
Premier of Nova Scotia
CANADA ACTION
Boost this post to get more reach for Canada Action.
Boost post
258
47
14

I ♥ OIL & GAS
Sable Offshore Energy Project
Nova Scotia
MAY 12, 2026
CANADA ACTION
5 Reasons to Support Nova Scotia's Offshore Oil & Gas Sector
Key Takeaways Strong Economy: The Sable Offshore Energy Project (SOEP) generated approximately $3.7 billion in direct payments to Nova Scotia over 20 years, with total project expenditures on goods and services exceeding $7.9 billion – nearly half of which was spent within the province. Provid...
Read more
3.2k
Shares

Canada Action
May 13 at 6:33 PM
Nova Scotia's offshore oil and gas present a huge opportunity to generate wealth not only for the province, but for all of Canada.... See more
Nova Scotia's offshore is home to a potential
148 TRILLION
CUBIC FEET OF NATURAL GAS
If unlocked, these resources could support
A stronger Nova Scotian and Canadian economy
Substantial government revenues to pay for healthcare, education, and roads
Long-term, well-paying jobs
Energy and economic security
I SUPPORT OIL & GAS
3.1K
316
287

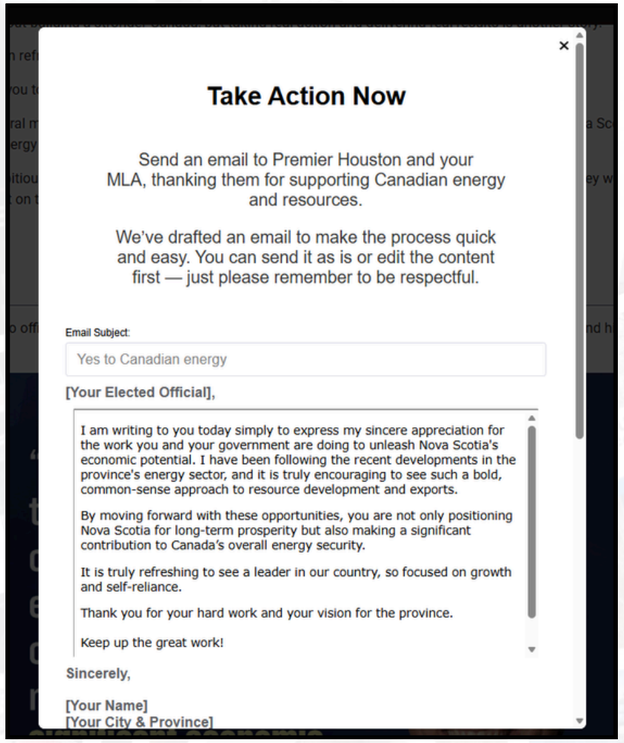
# Action Items

## *Time to Act Petition*


TAKE ACTION
Secure Nova Scotia's Future
• Nova Scotia is taking bold action to unlock its economic potential, saying that natural resource development is the central pillar of its future. This includes the development of offshore oil and gas resources, as well as wind power, transmission lines, and critical minerals all over the province.
• Nova Scotia has a long history of resource development, with vast offshore oil and natural gas reserves, vast forests and mineral deposits, and more. For too long, these resources have sat underdeveloped, held back by red tape, outdated bans, and a lack of will.
• Nova Scotia's offshore sector used to contribute immensely to the province, generating $3.7 billion in revenues while creating an additional $3 billion in local economic spin-off. [CBC]
• Supporting resource development benefits Nova Scotians by creating good-paying jobs, supporting economic activity, and generating important government revenues used to pay for schools, healthcare, infrastructure, and other critical social programs.
Nova Scotia's offshore is home to a potential
148 TRILLION
CUBIC FEET OF NATURAL GAS
If unlocked, these resources could support
A stronger Nova Scotian and Canadian economy
Substantial government revenues to pay for healthcare, education, and roads
Long-term, well-paying jobs
Energy and economic security
"By developing our resources safely, we can lower energy costs, create good jobs, grow our economy, and help pay for the services Nova Scotians rely on, like healthcare, education, roads, and housing."
Tim Houston
Premier of Nova Scotia
330
Have signed this petition
Goal: 1K
Let's Make Canada Stronger
Supporting Nova Scotia's economic and resource development goals builds Canada up.
First Name
Canada
Last Name
Action
Email Address
morgan.nagel@gmail.com
City
Cochrane
Province
AB
Postal Code
Sign up for campaign updates and action alerts
SIGNATURE
If you're not Canada Action, click here .

*330 Nova Scotian Signatures*

## *Energy Leadership Emails*


Take Action Now
Send an email to Premier Houston and your MLA, thanking them for supporting Canadian energy and resources.
We've drafted an email to make the process quick and easy. You can send it as is or edit the content first — just please remember to be respectful.
Email Subject:
Yes to Canadian energy
[Your Elected Official],
I am writing to you today simply to express my sincere appreciation for the work you and your government are doing to unleash Nova Scotia's economic potential. I have been following the recent developments in the province's energy sector, and it is truly encouraging to see such a bold, common-sense approach to resource development and exports.
By moving forward with these opportunities, you are not only positioning Nova Scotia for long-term prosperity but also making a significant contribution to Canada's overall energy security.
It is truly refreshing to see a leader in our country, so focused on growth and self-reliance.
Thank you for your hard work and your vision for the province.
Keep up the great work!
Sincerely,
[Your Name]
[Your City & Province]

*35 Direct Advocacy Emails Sent*

# Impact on the Streets

*Four Billboards in high-traffic areas of Halifax will generate 8,723,431 impressions from May - September*